GOVERNMENT OF INDIA
FINANCE
LOK SABHA

STARRED QUESTION NO:744
ANSWERED ON:17.05.2002
CUSTOMER SERVICES OF SBI
RAM PRASAD SINGH

Will the Minister of FINANCE be pleased to state:

(a) whether the Customer Services offered by SBI and itssubsidiaries are not upto the mark when compared to that of many other foreign and private banks; and

(b) if so, the steps taken by SBIand its subsidiaries to upgrade its customer services to face the challenges from the foreign/private banks ?

Answer

FINANCE MINISTER (SHRI YASHWANT SINHA)

(a) & (b) : A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) & (b) OFTHELOKSABHA STARRED QUESTION NO. 744 ADMITTED FOR ORAL REPLY ON17TH MAY, 2002 REGARDING `CUSTOMER SERVICES OF SBI' TABLEDBY SHRIRAM PRASAD SINGH, M.P.

(a) State Bank of India and its subsidiaries have a very large clientele consisting ofcustomers belonging to different strata of society. They also have branches all over the country including semi-urban and rural areas. Thus, these banks are not comparable with foreign and private banks whose geographical spread and clientele is limited.

(b) SBI and its subsidiaries have adopted and are effectively pursuing their InformationTechnology Policy with the aim of achieving efficiency in operations and improving customer service. Overall percentage of business computerized by these banks stands at 70%. Tele Banking has been introduced at 106 branches to allow customers to access their bank account through telephone at any time from anywhere. Computer based hi-tech call centers under the SBI Helpline have been set up at 15 major centers to provide prompt responses to customers` queries and complaints. SBI is the largest single VISA Card issuer in India with 9.02 lacs cardsBesides, SBI has introduced the Electronic Data Interchange for handling customer transactions at airports and seaports and has opened the Magnetic Ink Character Recognition(MICR) and ECS Centres for Electronic Clearingservices. SBI Group of Banks have also introduced extended business hours(7 to 12 hours) and 7 days banking. They have put in place the Public Grievances, Redressal and Monitoring System(PGRAMS) and prepared the Citizen`s Charter.